

61-393/a

STAT

12 January 1961

MEMORANDUM FOR: General A. J. Goodpaster
Staff Secretary

I concur generally with the appraisal given in the memorandum attached to your letter of January 12 with regard to the Cuban situation and its effect in certain other countries in Latin America.

When it comes to his consideration of various types of possible action, the thinking rather tapers off and ends inconclusively. For this, however, I can hardly blame the writer as no one has found any easy solution.

If available, I shall be interested in learning the name of the writer as he might be of help to us.

ALLEN W. DULLES
Director

AWD:mfb

Distribution:

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THE WHITE HOUSE
WASHINGTON

January 12, 1961

MEMORANDUM FOR
THE DIRECTOR OF CENTRAL INTELLIGENCE

The President has asked that the attached extract
of a letter he has received be furnished to you.
He asked that it be very closely held.


A. J. Goodpaster
Brigadier General, USA
Staff Secretary

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THE WHITE HOUSE
WASHINGTON

January 16, 1961

MEMORANDUM FOR
1/16/61
General Cabell

It will likely continue to be true that a preponderance of the \$182 million worth of advertising contributed to public service through The Advertising Council will go for campaigns requested by the Federal government or ones in which it has an interest.

Here is the Advertising Council's 1959-1960 Annual Report.

The Council serves the government regardless of administration. And there will no doubt continue to be in the White House an official for liaison with The Council.

After January 16, 1961, however, it will not be



James M. Lambie, Jr.

(report forwarded to Library)

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